



OFDA Annual Education Conference Presents....

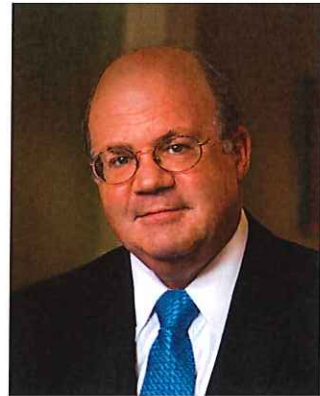
The "Why" Workshop, presented by Alan Creedy, will enable you to reconnect with your purpose and your voice in a way that is both compelling and authentic. This workshop applies to businesses and individuals alike.

Funeral Service is like no other product or service in the world. Death is deeply personal and an emotional experience. It is transcendent, involving deep emotional drives and subconscious archetypes. It is disorienting, chaotic, even frightening. It can also be beautiful, transforming, and affirming.

Our job is to facilitate the process that brings people to renewed emotional health...thus, all those in supporting roles within the funeral profession, make a significant contribution to society.

Alan Creedy will lead us through 12 hours of continuing education that will help you create a personal and a business vision that will enable you to speak to your coworkers and the community in new and compelling ways.

CAUTION: *You may find your energy and enthusiasm for the profession renewed!*



Alan Creedy has been active in the funeral service community for 35 years. He has served as President of a large funeral home cemetery operation, a third party preneed marketer and as past Chair of the Funeral Service Foundation. His expertise and experience span a wide variety of disciplines — finance, mergers and acquisitions, exit planning, market strategy and organizational dynamics. He has degrees in both psychology and accounting, and is a Certified Exit Planner, and is accredited with both the Center For Creative Leadership and Human Synergistics.